

COPY

AMERICAN RED CROSS
NATIONAL HEADQUARTERS
WASHINGTON 13, D. C.

MAY 26, 1945

MR. FRANK SCHOOLEY
NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
STATION WILL
URBANA, ILLINOIS

DEAR MR. SCHOOLEY:

AS I EXPLAINED TO YOU ON THE PHONE THE OTHER DAY, WE ARE IN NEED OF 3,000 ADDITIONAL HOSPITAL WORKERS IMMEDIATELY TO CARRY FORWARD VITAL SOCIAL WORK AND RECREATION PROGRAMS AT HOME AND ABROAD. BECAUSE OF THE SUCCESS OF THE FIELD DIRECTOR RECRUITMENT DRIVE LAST OCTOBER, WE SHOULD LIKE TO AGAIN CALL UPON THE MEMBERS OF THE NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS FOR THIS LATEST RECRUITMENT PROGRAM. THE NEED IS FOR 750 TRAINED SOCIAL WORKERS FOR SUPERVISORY AND ADMINISTRATIVE POSITIONS, SALARIES OF \$200 TO \$350 MONTHLY; 1650 UNTRAINED OR PARTIALLY TRAINED WOMEN TO SERVE IN AREA OF SOCIAL CASE WORK AT \$140 TO \$325 MONTHLY; AND 600 RECREATION WORKERS AT MONTHLY SALARIES OF \$150 TO \$325. YOUR AUDIENCE, WE FEEL, WOULD HAVE A LARGER PERCENTAGE OF THIS TYPE OF INDIVIDUAL THAN THE REGULAR COMMERCIAL STATIONS.

WE HAVE SENT TO OUR AREA OFFICES SUGGESTED SPOT ANNOUNCEMENTS WHICH THEY WILL PASS ON TO THE RED CROSS CHAPTERS IN THE CITIES OR TOWNS IN WHICH YOUR STATIONS ARE LOCATED. WE SHALL ASK THESE CHAPTERS TO CALL PERSONALLY UPON THE DIRECTORS, GIVING THEM THE SPOT ANNOUNCEMENTS AND REQUESTING THEIR COOPERATION. THIS, HOWEVER, WILL BE DONE AFTER THE STATIONS HAVE RECEIVED WORD FROM THE OWI REGIONAL OFFICES TO THE EFFECT THAT THIS IS A VITAL CAMPAIGN.

WE ARE ENCLOSING A SET OF THE SPOT ANNOUNCEMENTS, WHICH WE THOUGHT YOU MIGHT BE INTERESTED IN SEEING.

WITH MANY THANKS FOR YOUR COOPERATION,

SINCERELY YOURS,

(SIGNED) JULIE DICKINSON

JULIE DICKINSON
ASSISTANT CHIEF, RADIO SECTION

SPOT ANNOUNCEMENTS

RECREATION WORKERS NEEDED

THE AMERICAN RED CROSS HOSPITAL RECREATION WORKERS HAVE WON THE ESTEEM OF FIGHTING MEN EVERYWHERE. THEY SERVE IN MILITARY HOSPITALS AT HOME AND OVERSEAS. THEIR JOB IS IMPORTANT IN MAINTAINING THE MORALE OF OUR WOUNDED. IF YOU ARE BETWEEN THE AGES OF 23 AND 45, AND ARE A TRAINED RECREATION WORKER OR HAVE TWO YEARS OF COLLEGE PLUS RECREATION LEADERSHIP EXPERIENCE --- JOIN UP AS A RED CROSS HOSPITAL RECREATION WORKER TODAY. FOR INFORMATION, CALL OR WRITE THE AMERICAN RED CROSS,_____.

CASUALTIES ARE NOW COMING BACK TO AMERICA BY THE THOUSANDS. THESE MEN NEED THE BEST CARE THAT THEIR COUNTRY CAN GIVE THEM. TOO -- THEY NEED DIVERSION AND RECREATION WHILE SPENDING THE LONG CONVALESCENT PERIOD IN MILITARY HOSPITALS. IF YOU ARE BETWEEN THE AGES OF 23 - 45, AND A TRAINED RECREATION WORKER, OR HAVE HAD TWO YEARS OF COLLEGE PLUS RECREATION LEADERSHIP EXPERIENCE IN AN ORGANIZATION -- SIGN UP WITH THE RED CROSS WITHOUT DELAY. THE NEED IS URGENT! THE WORK IS INTERESTING AND GRATIFYING. FOR INFORMATION, CALL OR WRITE AMERICAN RED CROSS,_____.

SOCIAL WORKERS NEEDED

ATTENTION! SOCIAL WORKER! YOU ARE URGENTLY NEEDED IN ARMY AND NAVY HOSPITALS -- NOW! OUR WOUNDED FIGHTERS NEED YOUR SKILLED HELP! ONLY YOU CAN FILL THIS VITAL NEED! IF YOU ARE A TRAINED SOCIAL WORKER -- DON'T DELAY -- JOIN THE RED CROSS HOSPITAL SERVICE now. NEW OPPORTUNITIES AND HIGHER SALARY SCHEDULES ARE NOW IN EFFECT! FOR INFORMATION, WIRE OR TELEPHONE THE AMERICAN RED CROSS,_____ THE ADDRESS AGAIN_____.

ATTENTION! HERE'S AN IMPORTANT ANNOUNCEMENT! A SERIOUS SHORTAGE OF TRAINED SOCIAL WORKERS HAS ARISEN IN MILITARY HOSPITALS - HERE AND OVERSEAS. ALL AVAILABLE SOCIAL WORKERS ARE NEEDED -- NOW! IF YOU ARE A TRAINED SOCIAL WORKER - DON'T DELAY - ANSWER THIS URGENT NEED OF OUR WOUNDED MEN! HERE IS A REAL OPPORTUNITY FOR GREAT SERVICE. IN ADDITION, THESE ADVANTAGES ARE OFFERED: VALUABLE PROFESSIONAL EXPERIENCE...A JOB WHICH WILL GO ON LONG AFTER THE WAR...NEW AND HIGHER SALARY SCHEDULES WITH PROVISIONS FOR ANNUAL INCREMENTS AND PROMOTION. THE NEED IS NOW! FOR INFORMATION CALL OR WRITE THE AMERICAN RED CROSS,_____.

HOSPITAL WORKERS NEEDED

WOMEN OF AMERICA -- THE WOUNDED NEED YOUR HELP! ARMY AND NAVAL HOSPITALS HERE AND OVERSEAS HAVE SENT OUT AN URGENT APPEAL FOR WOMEN TO SERVE UNDER PROFESSIONALLY TRAINED SOCIAL CASE WORKERS. IF YOU ARE BETWEEN THE AGES OF 23 AND 45, A COLLEGE GRADUATE OR ITS EQUIVALENT -- HERE IS YOUR OPPORTUNITY TO SERVE WITH THE AMERICAN RED CROSS, THOSE WHO HAVE GIVEN SO MUCH FOR YOU. NEW AND HIGHER SALARIES, BASED ON EDUCATION, EXPERIENCE AND JOB ASSIGNMENT, WITH FREE LIVING QUARTERS OR ALLOWANCE WHEN QUARTERS ARE NOT AVAILABLE, ARE WAITING FOR YOU. SIGN UP NOW -- THE NEED IS URGENT -- CALL OR WRITE THE AMERICAN RED CROSS_____.

THOUSANDS OF WOMEN ARE NEEDED NOW TO AID RETURNING WOUNDED HEROES. THESE MEN NEED THE BEST CARE THAT THEIR COUNTRY CAN GIVE THEM -- AND YOU CAN HELP. IF YOU ARE BETWEEN THE AGES OF 23 AND 45, YOU CAN SERVE AS A RED CROSS WORKER IN ARMY AND NAVAL HOSPITALS FOR YEARS TO COME. HIGHER SALARIES, BASED ON EDUCATION, EXPERIENCE AND JOB ASSIGNMENTS ARE WAITING FOR YOU. SIGN UP WITH THE RED CROSS WITHOUT DELAY. THE NEED IS URGENT! THE WORK IS INTERESTING AND GRATIFYING! FOR INFORMATION, CALL OR WRITE THE AMERICAN RED CROSS_____.

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